



Tapestry Segmentation Area Profile

Ranked by Households

Prepared by ARMS

Counties: Talladega, AL

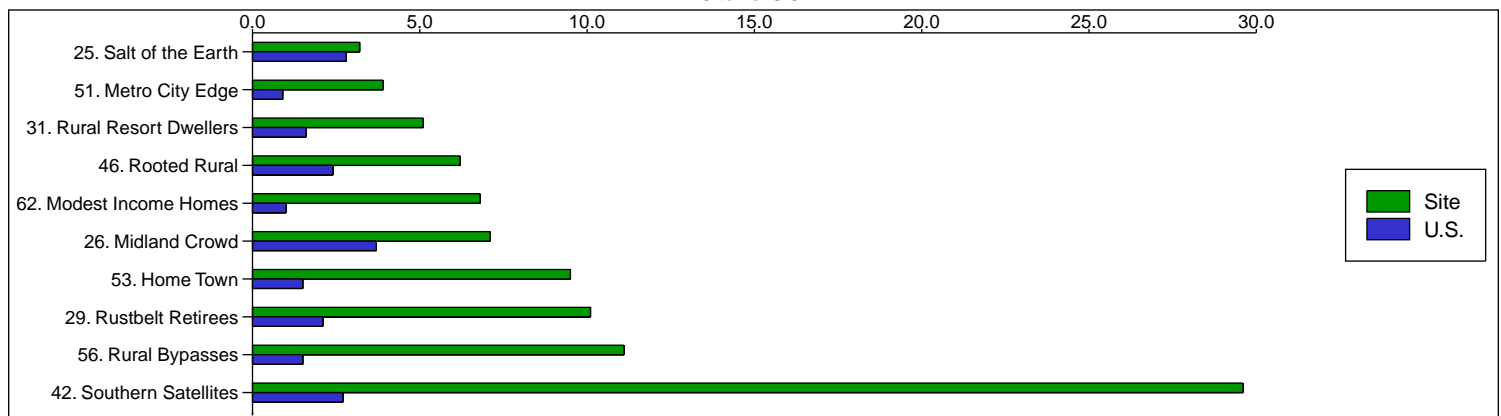
Top Twenty Tapestry Segments

Tapestry segment descriptions can be found at <http://www.esri.com/library/whitepapers/pdfs/community-tapestry.pdf>

Rank	Tapestry Segment	Households		U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	42. Southern Satellites	29.6%	29.6%	2.7%	2.7%	1087
2	56. Rural Bypasses	11.1%	40.7%	1.5%	4.2%	737
3	29. Rustbelt Retirees	10.1%	50.8%	2.1%	6.3%	482
4	53. Home Town	9.5%	60.3%	1.5%	7.8%	652
5	26. Midland Crowd	7.1%	67.4%	3.7%	11.5%	192
	Subtotal	67.4%		11.5%		
6	62. Modest Income Homes	6.8%	74.2%	1.0%	12.5%	675
7	46. Rooted Rural	6.2%	80.4%	2.4%	14.9%	256
8	31. Rural Resort Dwellers	5.1%	85.5%	1.6%	16.5%	314
9	51. Metro City Edge	3.9%	89.4%	0.9%	17.4%	415
10	25. Salt of the Earth	3.2%	92.6%	2.8%	20.2%	114
	Subtotal	25.2%		8.7%		
11	33. Midlife Junction	2.6%	95.2%	2.5%	22.7%	106
12	57. Simple Living	2.5%	97.7%	1.4%	24.1%	178
13	50. Heartland Communities	2.0%	99.7%	2.2%	26.3%	94
	Total	99.7%		26.3%		378

Top Ten Tapestry Segments

Site vs. U.S.

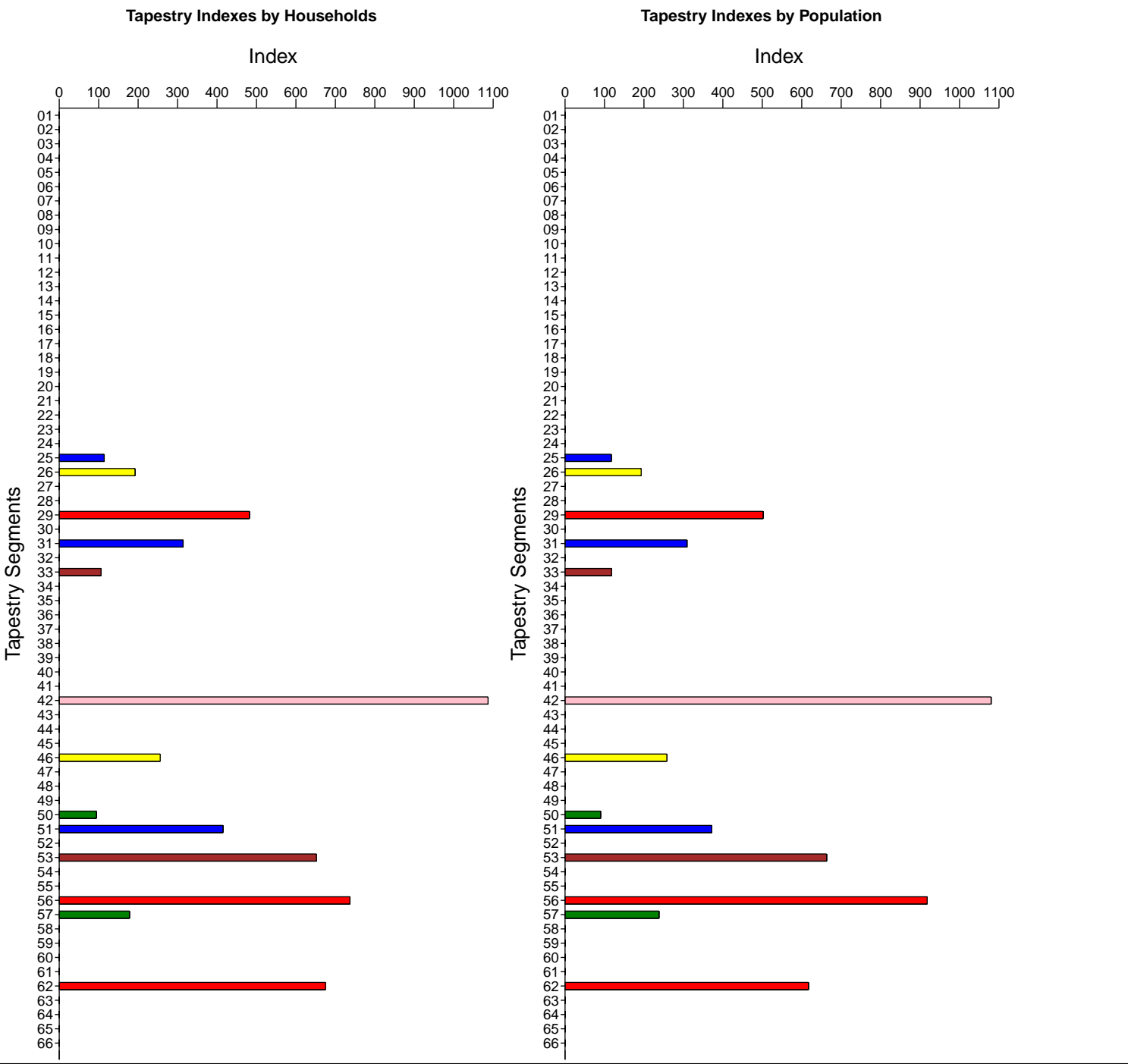


Percent of Households by Tapestry Segment

Source: ESRI



Counties: Talladega, AL



Source: ESRI



Tapestry Segmentation Area Profile

LifeMode Groups
Prepared by ARMS

Counties: Talladega, AL

Tapestry LifeMode Groups	2008 Households			2008 Population		
	Number	Percent	Index	Number	Percent	Index
Total	31,347	100.0%		80,937	100.0%	
L1. High Society	0	0.0%	0	0	0.0%	0
01 Top Rung	0	0.0%	0	0	0.0%	0
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
03 Connoisseurs	0	0.0%	0	0	0.0%	0
04 Boomburbs	0	0.0%	0	0	0.0%	0
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	0	0.0%	0	0	0.0%	0
07 Exurbanites	0	0.0%	0	0	0.0%	0
L2. Upscale Avenues	0	0.0%	0	0	0.0%	0
09 Urban Chic	0	0.0%	0	0	0.0%	0
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
11 Pacific Heights	0	0.0%	0	0	0.0%	0
13 In Style	0	0.0%	0	0	0.0%	0
16 Enterprising Professionals	0	0.0%	0	0	0.0%	0
17 Green Acres	0	0.0%	0	0	0.0%	0
18 Cozy and Comfortable	0	0.0%	0	0	0.0%	0
L3. Metropolis	3,367	10.7%	204	8,204	10.1%	193
20 City Lights	0	0.0%	0	0	0.0%	0
22 Metropolitans	0	0.0%	0	0	0.0%	0
45 City Strivers	0	0.0%	0	0	0.0%	0
51 Metro City Edge	1,225	3.9%	415	3,109	3.8%	372
54 Urban Rows	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	2,142	6.8%	675	5,095	6.3%	617
L4. Solo Acts	0	0.0%	0	0	0.0%	0
08 Laptops and Lattes	0	0.0%	0	0	0.0%	0
23 Trendsetters	0	0.0%	0	0	0.0%	0
27 Metro Renters	0	0.0%	0	0	0.0%	0
36 Old and Newcomers	0	0.0%	0	0	0.0%	0
39 Young and Restless	0	0.0%	0	0	0.0%	0
L5. Senior Styles	4,589	14.6%	118	11,329	14.0%	134
14 Prosperous Empty Nesters	0	0.0%	0	0	0.0%	0
15 Silver and Gold	0	0.0%	0	0	0.0%	0
29 Rustbelt Retirees	3,165	10.1%	482	7,661	9.5%	502
30 Retirement Communities	0	0.0%	0	0	0.0%	0
43 The Elders	0	0.0%	0	0	0.0%	0
49 Senior Sun Seekers	0	0.0%	0	0	0.0%	0
50 Heartland Communities	633	2.0%	94	1,412	1.7%	90
57 Simple Living	791	2.5%	178	2,256	2.8%	238
65 Social Security Set	0	0.0%	0	0	0.0%	0
L6. Scholars & Patriots	0	0.0%	0	0	0.0%	0
40 Military Proximity	0	0.0%	0	0	0.0%	0
55 College Towns	0	0.0%	0	0	0.0%	0
63 Dorms to Diplomas	0	0.0%	0	0	0.0%	0

Source: ESRI



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Tapestry LifeMode Groups	2008 Households			2008 Population		
	Number	Percent	Index	Number	Percent	Index
Total	31,347	100.0%		80,937	100.0%	
L7. High Hopes	0	0.0%	0	0	0.0%	0
28 Aspiring Young Families	0	0.0%	0	0	0.0%	0
48 Great Expectations	0	0.0%	0	0	0.0%	0
L8. Global Roots	0	0.0%	0	0	0.0%	0
35 International Marketplace	0	0.0%	0	0	0.0%	0
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
52 Inner City Tenants	0	0.0%	0	0	0.0%	0
58 NeWest Residents	0	0.0%	0	0	0.0%	0
60 City Dimensions	0	0.0%	0	0	0.0%	0
61 High Rise Renters	0	0.0%	0	0	0.0%	0
L9. Family Portrait	0	0.0%	0	0	0.0%	0
12 Up and Coming Families	0	0.0%	0	0	0.0%	0
19 Milk and Cookies	0	0.0%	0	0	0.0%	0
21 Urban Villages	0	0.0%	0	0	0.0%	0
59 Southwestern Families	0	0.0%	0	0	0.0%	0
64 City Commons	0	0.0%	0	0	0.0%	0
L10. Traditional Living	824	2.6%	30	2,098	2.6%	31
24 Main Street, USA	0	0.0%	0	0	0.0%	0
32 Rustbelt Traditions	0	0.0%	0	0	0.0%	0
33 Midlife Junction	824	2.6%	106	2,098	2.6%	118
34 Family Foundations	0	0.0%	0	0	0.0%	0
L11. Factories & Farms	16,769	53.5%	564	44,734	55.3%	592
25 Salt of the Earth	992	3.2%	114	2,588	3.2%	117
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	9,293	29.6%	1087	23,362	28.9%	1080
53 Home Town	2,990	9.5%	652	7,484	9.2%	663
56 Rural Bypasses	3,494	11.1%	737	11,300	14.0%	918
L12. American Quilt	5,798	18.5%	199	14,572	18.0%	195
26 Midland Crowd	2,240	7.1%	192	5,992	7.4%	193
31 Rural Resort Dwellers	1,600	5.1%	314	3,651	4.5%	309
41 Crossroads	0	0.0%	0	0	0.0%	0
46 Rooted Rural	1,958	6.2%	256	4,929	6.1%	258
66 Unclassified	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The Index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the U.S. average. Tapestry segment descriptions can be found at <http://www.esri.com/library/whitepapers/pdfs/community-tapestry.pdf>

Source: ESRI



Tapestry Segmentation Area Profile

Urbanization Groups

Prepared by ARMS

Counties: Talladega, AL

Tapestry Urbanization Groups	2008 Households			2008 Population		
	Number	Percent	Index	Number	Percent	Index
Total	31,347	100.0%		80,937	100.0%	
U1. Principal Urban Centers I	0	0.0%	0	0	0.0%	0
08 Laptops and Lattes	0	0.0%	0	0	0.0%	0
11 Pacific Heights	0	0.0%	0	0	0.0%	0
20 City Lights	0	0.0%	0	0	0.0%	0
21 Urban Villages	0	0.0%	0	0	0.0%	0
23 Trendsetters	0	0.0%	0	0	0.0%	0
27 Metro Renters	0	0.0%	0	0	0.0%	0
35 International Marketplace	0	0.0%	0	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
U2. Principal Urban Centers II	0	0.0%	0	0	0.0%	0
45 City Strivers	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
54 Urban Rows	0	0.0%	0	0	0.0%	0
58 NeWest Residents	0	0.0%	0	0	0.0%	0
61 High Rise Renters	0	0.0%	0	0	0.0%	0
64 City Commons	0	0.0%	0	0	0.0%	0
65 Social Security Set	0	0.0%	0	0	0.0%	0
U3. Metro Cities I	0	0.0%	0	0	0.0%	0
01 Top Rung	0	0.0%	0	0	0.0%	0
03 Connoisseurs	0	0.0%	0	0	0.0%	0
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
09 Urban Chic	0	0.0%	0	0	0.0%	0
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
16 Enterprising Professionals	0	0.0%	0	0	0.0%	0
19 Milk and Cookies	0	0.0%	0	0	0.0%	0
22 Metropolitans	0	0.0%	0	0	0.0%	0
U4. Metro Cities II	0	0.0%	0	0	0.0%	0
28 Aspiring Young Families	0	0.0%	0	0	0.0%	0
30 Retirement Communities	0	0.0%	0	0	0.0%	0
34 Family Foundations	0	0.0%	0	0	0.0%	0
36 Old and Newcomers	0	0.0%	0	0	0.0%	0
39 Young and Restless	0	0.0%	0	0	0.0%	0
52 Inner City Tenants	0	0.0%	0	0	0.0%	0
60 City Dimensions	0	0.0%	0	0	0.0%	0
63 Dorms to Diplomas	0	0.0%	0	0	0.0%	0
U5. Urban Outskirts I	0	0.0%	0	0	0.0%	0
04 Boomburbs	0	0.0%	0	0	0.0%	0
24 Main Street, USA	0	0.0%	0	0	0.0%	0
32 Rustbelt Traditions	0	0.0%	0	0	0.0%	0
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
48 Great Expectations	0	0.0%	0	0	0.0%	0

Source: ESRI



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Total	31,347	100.0%		80,937	100.0%	
U6. Urban Outskirts II	4,158	13.3%	258	10,460	12.9%	245
51 Metro City Edge	1,225	3.9%	415	3,109	3.8%	372
55 College Towns	0	0.0%	0	0	0.0%	0
57 Simple Living	791	2.5%	178	2,256	2.8%	238
59 Southwestern Families	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	2,142	6.8%	675	5,095	6.3%	617
U7. Suburban Periphery I	0	0.0%	0	0	0.0%	0
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	0	0.0%	0	0	0.0%	0
07 Exurbanites	0	0.0%	0	0	0.0%	0
12 Up and Coming Families	0	0.0%	0	0	0.0%	0
13 In Style	0	0.0%	0	0	0.0%	0
14 Prosperous Empty Nesters	0	0.0%	0	0	0.0%	0
15 Silver and Gold	0	0.0%	0	0	0.0%	0
U8. Suburban Periphery II	6,979	22.3%	229	17,243	21.3%	234
18 Cozy and Comfortable	0	0.0%	0	0	0.0%	0
29 Rustbelt Retirees	3,165	10.1%	482	7,661	9.5%	502
33 Midlife Junction	824	2.6%	106	2,098	2.6%	118
40 Military Proximity	0	0.0%	0	0	0.0%	0
43 The Elders	0	0.0%	0	0	0.0%	0
53 Home Town	2,990	9.5%	652	7,484	9.2%	663
U9. Small Towns	633	2.0%	41	1,412	1.7%	39
41 Crossroads	0	0.0%	0	0	0.0%	0
49 Senior Sun Seekers	0	0.0%	0	0	0.0%	0
50 Heartland Communities	633	2.0%	94	1,412	1.7%	90
U10. Rural I	4,832	15.4%	136	12,231	15.1%	133
17 Green Acres	0	0.0%	0	0	0.0%	0
25 Salt of the Earth	992	3.2%	114	2,588	3.2%	117
26 Midland Crowd	2,240	7.1%	192	5,992	7.4%	193
31 Rural Resort Dwellers	1,600	5.1%	314	3,651	4.5%	309
U11. Rural II	14,745	47.0%	611	39,591	48.9%	647
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	9,293	29.6%	1087	23,362	28.9%	1080
46 Rooted Rural	1,958	6.2%	256	4,929	6.1%	258
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Data Note: This report identifies neighborhood segments in the area, and describes the settlement density of the immediate neighborhood. The Index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the U.S. average.

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